

Children & Families Expert Forum April 9, 2009

Children & Families Suggested Strategies & Tactics

to achieve the community's chosen outcome:

with Expert Forum additions

Outcome goal #1: Children enter kindergarten ready to learn and succeed.

Outcome goal #2: Children and youth receive regular, preventive health care.

Outcome goal #3: Children report positive values and self-identity.

A. Parent Education

1. Parents become interested and invested in their child's educational career early on. Start the process of involvement through their child's Headstart program.
2. Parent-child surrogate program
3. 4th graders parent coop for 2 hours per day
 - 1 day work - Adult Ed umbrella
4. Community Center based Parent Ed workshops
5. Best practices model program, combine opportunities for parent to get involved
 - Home visitations
 - Family literacy program
 - Parents support group
 - Parent outreach
6. Parenting Conferences/Seminars
 - "Parents are Teachers Too" Conference (Lompoc)
 - Experts in child development, education, health, and family relations present a wide variety of workshops at the annual conference in Lompoc. Parents attending the conference receive information, materials and resources that support parents as a child's primary teacher.
 - "Parent Academy"
7. Tailored media campaigns – outreach to parents on parent ed
 - Social marketing on buses
8. WEB based information
9. Center based
 - Family Resource Centers
 - Adult Ed
 - Home visitation
 - "First 5" parent kit
 - Parent kit – manual/web support

B. Comprehensive Pre-K

1. Home visitation programs
 - Home Instruction for Parents of Preschool Youngsters (HIPPY)
 - A parent involvement, school readiness program that helps parents prepare their three, four, and five year old children for success in school and beyond.

The parent is provided with a set of carefully developed curriculum, books and materials designed to strengthen their children's cognitive skills, early literacy skills, social/emotional and physical development.

2. Recruit, train, and support groups of volunteer reading mentors for each elementary school to provide extra tutoring help in literacy skills to children identified as possessing below grade-level achievement.
3. Recruit teens from various organization to read to younger, pre-school aged children
 - Big Brothers Big Sisters
4. "Reach Out & Read"
 - Reach Out and Read (ROR) is a national nonprofit organization that promotes early literacy by giving new books to children and advice to parents about the importance of reading aloud in pediatric exam rooms across the nation.
 - Other possible additions/strategies to support to this type of program
 - Book recycling program
 - Businesses put on book drives
 - Work with Sororities and Fraternities in local Universities to support these efforts
 - Involve High-School students, Social Service Clubs, Girl Scouts
5. First 5 Merced County Power of Preschool Program (PoP) is a high-quality, free, voluntary, part-day preschool program for four-year olds. The program assists children in becoming personally, socially, and physically competent, effective learners, and ready to transition into kindergarten. Currently over 1200 students are being served at six school districts under PoP.
6. Make preschool programs available and affordable to middle income families who do not have enough money independently to send their children to preschool but also do not qualify for state programs
7. Santa Barbara School District "Preschool for All" program
8. Pre-K summer camps are available to all children
9. Home play kits
10. Utilize spaces for preschools during twilight hours
11. Mobile preschool – go to where the children are hanging out with their parents
 - Parks & Laundromats
 - Preschool teacher comes in to do a lesson while the child sits with their parent waiting for the laundry to finish
12. Early childhood education as a substitute for childcare
 - Have a child development person present to work with children – not just babysitting
 - Date night/Friday night movie
 - Charge a nominal fee – make it a fundraiser
 - When parents go out for a Friday night date, children are kept in a learning environment

C. Values

1. Positive messages in advertising

- Short commercials with a key message
 - 30 second spot on topics such as obesity, mental health, WIC program, show parent participating in a positive way with their child
 - example - reminding parents to coordinate dinner times so that all family members are present
 - example – count to ten
 - Top 10 discipline tools on TV
 - 2. Positive Reinforcement
 - 3. 40 developmental assets
 - Search Institute’s 40 Developmental Assets are common sense, positive experiences and qualities that help influence choices young people make and help them become caring, responsible adults.
 - Implement a similar program in preschools, churches, and at home
 - 4. Stephen Covey
 - “The Leader in Me”
 - Strategies for preparing youth for a successful future
 - 5. Character Counts
 - Character education program for youth
 - 6. Social-emotional foundation
 - Involve family based providers
 - 7. Department of Education - Social-Emotional foundation
 - 8. Child Abuse Prevention Council CAPC
 - 9. CALM has an example of a good value program
 - 10. Mendocino County has social-emotional research for parents
 - 11. Family Strengthening Commission
 - 12. Child Care Planning Council
 - 13. Learning Foundation “5 Protective Factors”
 - 14. Family Resource Center model
 - Mobile Family Resource Centers
 - Use an old, revamped bus to capture captive audiences
 - Other related uses - bookmobile, health screenings (e.g. blood pressure, diabetes screenings), community health clinics, example, “COW” - Clinics on Wheels
 - find inexpensive ways to create more, small FRC’s in neighborhoods within a 4 block radius
 - Identify most critical populations/neighborhoods on the South Coast
- D. Health**
1. Children’s Health Initiative
 - Enroll eligible children into health insurance programs funded at the federal, state and local level.
 - Partner with parent education regarding how to use the insurance system
 2. Health Linkages working with the Family Resource Centers to do case management - extend model to non-state preschools, signs parent up for health insurance, etc

3. Obesity Issues CAC partners
 - provided free & reduced balanced lunches for kids
 - proven to not be effective
 - kids throw away healthy lunches, wait until after school to eat junk food, don't eat anything during the school day; 75% of all healthy lunches were thrown in the trash
 - Because of these health issues, diabetes will skyrocket in the coming years, creating a great need for dialysis centers, etc.
4. PE
 - PE in all schools
 - Kinesiologist tailored exercise program for Children
5. Going to the gym
 - Exercise, physical activity
 - All about "attitude" – change attitude to feeling that exercise is "cool"
 - cultural thing, also
 - Not many Mexicans go to the gym
6. Current program
 - involve providers
 - CDHP, CenCal Health
 - provide BMI screenings in preschool
 - developed a referral list of RDA's who will do home visits
 - Don't need a referral from a doctor
7. Mom's & kids - precooking
 - Healthy recipes books help mothers to teach children how to prepare healthy meals
 - bilingual recipe book for families - First 5 CA
 - "Healthy for Life" WIC
 - Orfalea "Sesame Street"
 - fun activities to do with children at grocery store
8. Goleta/IV schools
 - alignment of messaging through 6th grade
 - Mind shift in thinking about healthy food
 - Celebrating holidays at school
 - St. Patrick's day
 - no cookies, just celery and green apples, etc.
9. "Healthy for Life Series "(Orfalea)
10. In summer, use food program from CAC
 - quality of food is good, but kids think not cool
 - foods cannot touch
 - Rule 100 years old:
 - "Before you say "no" & throw, take 2 bites!
11. Healthy eating at meetings
12. Healthy Start model

- use schools as community centers
- 13. Sense of community
 - sense of community
 - block parties gone
 - places for children & youth to hang out - skate centers, miniature golf, etc
 - WALK SB - encourage exercise
 - Farmers markets
 - Cheapest, simplest activity
 - San Juan "Happy Island"
 - people greet each other
 - Micro farming
 - Raised gardening beds on wheels
- 14. Activity that produces the highest gains in assets for children & teens
 - Get teachers to agree to do 1 of 3 things
 - When taking role, use the students first name and make eye contact. This increases the students sense of self worth
 - Break in class - say hello to students
 - Virtual adoption - adopt students to say hi to students who weren't in their class

Expert Forum Additions

- Identify parent needs (as individuals) and provide support
- Target programs to support single mothers/parents
- Provide more extensive training for childcare providers regarding cultural standards, inequities
- Fun camps for kids in the summer time to learn about their own health
- Intergenerational programs
- Teen pregnancy prevention initiatives
- "Reach out and Read"
- PPP – Positive Parenting Program
- More emphasis on maintenance K-3 grade
- Provide children with more direction of how they can eventually apply their gifts into jobs
- Shorten school hours
- Schools become community centers
- Walk & bike to school